

AMENDMENT OF THE CLAIMS:

Please cancel Claims 17-48 without prejudice or disclaimer, and add rewritten Claims 49-58 as follows:

Claims 1-48 (canceled)

Claim 49 (new): A Web-based consumer service marketing communication network for managing and delivering consumer service marketing communications to consumers at Websites along on the World Wide Web (WWW) wherein each said Website includes a plurality of HTML-encoded pages containing images and text, said Web-based consumer service marketing communication network comprising:

a first Web-based subsystem allowing members of the service management team for a registered consumer service, as well as other authorized parties, to create and manage a consumer service information (CSI) link structure for each consumer service registered with said Web-based consumer service marketing communication network,

wherein said CSI link structure comprises the following items:

(i) a Unique Service Number (USN) assigned to the consumer service; and
(ii) a set of URLs for a plurality of consumer service information (CSI) resources stored on Web-based information servers operably connected to the WWW, and wherein said CSI resources can be selected by one or more members of the service management team and said authorized parties to program said set of CSI resources for the consumer service;

a second Web-based subsystem allowing service management team members and authorized parties, associated with a registered consumer service, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for the consumer service so that each said deployed MMVK can be installed in and launched from one or more said HTML-encoded pages located in said Websites, and accessible by consumers using a Web browser;

wherein each said MMVK is implemented using (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW and including code specifying the USN assigned to said consumer service, and (ii) a

MMVK tag that references said computer-executable server-side component and is embeddable within at least one of said HTML-encoded pages located in said Websites;

wherein each said MMVK, when generated by said first Internet-enabled information server, and served to the Web browser of a consumer, displays a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer service information (CSI) menu display mode for displaying a set of CSI resources arranged for selection by the consumer using said Web browser;

a plurality of Web-based information servers operably connected to the WWW, storing and configured to serve said one or more advertising spots, said one or more promotional spots and said set of CSI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK;

a second Internet-enabled information server storing and configured to serve a catalog of MMVK tags on the WWW, for each registered consumer service, for which at least one said MMVK has been created and deployed and is ready for installation on the HTML-encoded pages of said Websites;

wherein each said MMVK tag in said catalog is accessible by said service management team members and said authorized parties, and downloadable from said second Internet-enabled information server for installation in at least one said HTML-encoded page located in at least one said Website, by embedding the downloaded MMVK tag in at least one HTML-encoded page located in at least one said Website;

wherein said set of URLs included said CSI link structure for a registered consumer service specify the location of corresponding CSI resources stored on Web-based information servers located on the WWW, and wherein a plurality of said CSI resources are selected by the service management team members and authorized parties to program one or more of said advertising, promotional and CSI menu display modes of the MMVK created and deployed for the registered consumer service associated with said CSI link structure;

wherein when at least one said CSI link structure has been created for a registered consumer service using said first Web-based subsystem, then said second Web-based subsystem allows the service management team members and authorized parties to create and deploy one or

more MMVKs for registered consumer services, and also to access said catalog and download MMVK tags from said second Internet-enabled information server for installation in at least one said HTML-encoded page of at least one of said Websites;

a third Web-based subsystem allowing the service management team members and authorized parties to independently program the advertising display mode of each MMVK with one or more advertising spots, and the promotional display mode of the MMVK with one or more promotional spots;

wherein said first Web-based subsystem allows said service management team members and authorized parties to independently program said CSI menu display mode of each said installed MMVK;

wherein said third Web-based subsystem allows the service management team members and authorized parties to independently program the advertising and promotional display modes of each installed MMVK; and

wherein, upon the Web-browser of the consumer encountering one said installed MMVK tag along the HTML-encoded page of one said Website, the computer-executable server-side component corresponding to the installed MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, for display by the Web browser and review by the consumer at the Website.

Claim 50 (new): The Web-based consumer service marketing communication network of claim 49, wherein, for each MMVK created and deployed for a registered consumer service, the computer-executable server-side component associated with the MMVK comprises the USN assigned to the consumer service.

Claim 51 (new): The Web-based consumer service marketing communication network of claim 49, wherein, for each MMVK created and deployed for a particular consumer service, the computer-executable server-side component associated with the MMVK comprises a consumer service information requesting servlet loaded onto said first Internet-enabled information server.

Claim 52 (new): The Web-based consumer service marketing communication network of claim 49, wherein said CSI link structure further comprises, for each consumer service,

- (iii) a Service Mark (SM) assigned to the registered consumer service;
- (iv) a Service Descriptor (SD) associated with the registered consumer service; and
- (v) a set of display attributes associated with each CSI resource in said CSI link structure.

Claim 53 (new): The Web-based consumer service marketing communication network of claim 49, wherein said set of CSI resources are selected from the group consisting of service videos, audio files, service images, service specifications, service advertisements, and service promotions.

Claim 54 (new): The Web-based consumer service marketing communication network of claim 49, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 55 (new): The Web-based consumer service marketing communication network of claim 49, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer.

Claim 56 (new): The Web-based consumer service marketing communication network of claim 49, wherein said Web browser of the consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 57 (new): The Web-based consumer service marketing communication network of claim 49, wherein said other authorized parties include agents of said service management team.

Claim 58 (new): The Web-based consumer service marketing communication network of claim 49, wherein said USN is assigned to said consumer service by said Web-based consumer service marketing communication network.